



"Reduce – Reuse – Recycle"

Jenny Mitchell
Recycling Coordinator
Salinas Valley Recycles

Introducing Jenny Mitchell, Your New Recycling Columnist

After five years as your reduce, reuse and recycling instigator and inspiration, Mandy Brooks is passing her pen to me as she accepts a promotion to Diversion Manager for Salinas Valley Recycles. Congratulations, Mandy! As the new Recycling Coordinator for Salinas Valley Recycles, I thank the editors and publisher of this newspaper for allowing me to step in and attempt to fill Mandy's shoes, and these pages, with news you can use about waste reduction and wise use of resources in our Salinas Valley.

Although I am new to this column I am not new to Salinas Valley Recycles, and you may be familiar with some of my work. I've been part of the Salinas Valley Recycles team since 2007, working to support the mission and vision of a future without landfills for the Salinas Valley. For more than four years, I served as a Resource Recovery Technician, helping to educate the community about recycling and waste reduction, organizing events, producing educational materials, performing waste audits and implementing recycling programs for businesses and schools throughout the Salinas Valley.

As the Contracts & Grants Analyst since 2012, I was responsible for contracts, compliance, applying for and administering grants from CalRecycle to help fund special resource recovery projects like the household hazardous waste (HHW) mobile collection events and free tire recycling, among others. If you've seen or heard the ads for "free tire recycling" or dropped off tires for free recycling at one of our events, you already know of my passion to keep our resources rolling!

Take advantage of the last chance this year to recycle up to nine passenger car or truck tires (with or without rims) for free at any of the Salinas Valley Recycles locations in Gonzales, Salinas and King City – the campaign ends November 19th! Remember, you can always recycle your tires but it is not always free, and heading into the holidays, couldn't we all use some savings?

As we enter another holiday season of entertaining and gift giving, keep in mind the three R's of Reducing waste, Reusing, and Recycling to make spirits (and our future) bright! Plan meals and share leftovers to reduce wasted food. Use reusable service ware and linens to entertain with style. Set up recycling stations for parties. Give gifts that encourage reuse and help the recipient live a life with less waste. And, to be certain that your holiday tree can be recycled free, skip the fake snow (flocking) – keep it real! For more tips about holiday waste reduction and green gift ideas, visit www.protectyourcentralcoast.org.

Please drop me a line to let me know what you'd like to see in this column next year. I look forward to bringing you the latest news in recycling and helping you realize a future without landfills for the Salinas Valley. Happy holidays!

